

TO: Mr. Andrew Monroe

FROM: Marketing Information & Analysis/Georgia E. (Rita) Cofield

SUBJECT: Conversion of 12mm Graphs to Host Production

DATE: May 19, 1989

*Rita*

Congratulations, we are now able to print our Brand Share graphs from the new system and actually use them for reporting purposes to management.

This will be the first month of production; however, we realize that some degree of debugging will be necessary (exhibit A).

- To the recipient, few changes will be noticeable; but, to the M. R. D. staff, the change is immeasurably positive.
- As with any new system, there are some issues (exhibit B) not yet completed or addressed.

As host graphics is a new arena for P. M., it was even newer for M.R.D. This environment, as you are well aware, changes quickly. New ideas are available today that were not yesterday.

- With this in mind, we would prefer to have a more efficient means than the current set-up (via pinpoint) to make cosmetic changes to our graphs.
- We also have asked that this system be available on our IBM-PS2 terminals.
- As you peruse this environment for applications for other departments, please keep M. R. D. in mind.

As agreed to at the onset of the project, the completion was to take place in three stages:

- . Stage 1 - Brand Share graphs
- . Stage 2 - Ad-hoc capabilities (exhibit C)
- . Stage 3 - 12mm graphs

Even though there are some remaining nuances outstanding from stage one, we can sign off on this portion of the project.

- As personnel continuity is a very helpful asset in a system's design, we would hope that Frank Baachus is available for both of the remaining stages.

There are a few closing thoughts:

I am happy to say that there is currently an on line test and production system. We would like for the set-up to remain this way especially since we are still in a developmental stage.

Have we allocated enough "SPACE" for this system so that it won't "blow-up" when it performs an extract with the new month's data?

I'd like to make sure that the loading of the "Snapshot"-Database is in a production environment and does not require any intervention from the

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EXHIBIT E

New York Offices (IS or M.R.D.) to be completed.

- o Please be sure to confirm with the IS Richmond staff to call Michele Intorre or Barbara Stephan should there be any problems with reading the tape.

Finally, should we elect to demonstrate this system to other M. R. D. users in a comfortable environment, can we use the host hook-up currently in place in conference room 8C?

Please feel free to call with any concerns.

GEC/lj

cc - R. Anise  
R. Atkins - Richmond  
F. Bacchus  
A. Harris  
B. Neidle  
D. Odum  
B. S. G. Weinstein

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## STAGE 1

## (DEBUGGING ISSUES)

1. Stabilize the data labels for the starting point and ending point so that they won't change when an element is added or deleted from a graph.
2. Check the issue that causes some of the year labels at the bottom of page to be larger than desired.
  - o This seems to occur when a double page graph is preceded by a single graph page.
3. Ensure that the first month to be plotted for an element does not change unless specifically requested.
  - o The first month's of Liggett's generics were deleted when Richland 20's was added.
4. Be sure that all grid labels on the left margin are shown completely when printing out multiple graphs.
  - o Currently, we lose part of the zero on 0.3 or the 2 on 2.5. But it does print out okay when we only ask to print out a single page of graphs.
5. Ensure that the grid lines on all the graphs are uniform.
  - o Some print out dots (our preference) while others depict a heavy solid line.
6. Check to see why the screens image of a single graph is so different from the printed copy.
  - o This may be a pinpoint issue.

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## STAGE 2

## (OUTSTANDING ISSUES)

1. Ability to access data from individual IBM PS2s instead of the IBM3270AT in the computer room.
  - o Each user should be able to access the production graphs, make needed changes and store on their own I.D.'s.
  - o Only one ID will drive the production graphs.
2. Convert the current "one-line message" label on a graph to a 2 or 3 line message
3. Give M. R. D. a manual override in pinpoint for cosmetics so that we may:
  - a) move cursor at smaller intervals
  - b) show a decimal when the label is a whole number i. e. 13.0 instead of 13.
  - c) change the computer driven data label for the beginning or ending points on the graphs (due to rounding requirements).
  - d) change the step size in the scaling of each graph.
4. Incorporate an automatic re-sequencing program for re-ordering of pages when we have to add or delete a page of graphs.
5. Finalize the end-of-year reconfiguration of graphs to drop off one year and add on the new year.  
(Procedure should take place only with issuance of January's data).
6. Install a weekly production back-up, so that should something happen to our system, we can re-load it to the prior week's status.  
(Do you feel that a weekly back-up is sufficient)?
7. Documentation -
  - a) M. R. D. will work up a portfolio for all users.
  - b) You and your staff will be responsible for the system's write up.

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## STAGE 3

## (AD HOC ISSUES)

1. Set up data tables (to match those from the brand share report) in focus on the new host graphic system.  
(front-end so that USER may change STRUCTURE on an as-needed basis).
2. Ability to share an item to a brand/sub-brand aggregation or category instead of only to the TOTAL INDUSTRY.
3. Ability to print graphs for any of P. M.'s geographies in addition to just the Total U. S.
4. Ability to ask for volume as well as share.
5. Ability to ask for a series of time frames other than 12 month moving. i. e. (3mm - 6mm - 9mm - 11mm)  
(Do we have to pre-set the number of periods on the system or can we specify any xmm time frame?)
6. Option to print in a landscape or a portrait mode.
7. Ability to graph % CHANGE or VOLUME DEVIATION.
8. Ability to show data via a pie or bar graph as well as the current line graph.

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